

# The P.I.G. Method

## Module #1.1 Summary and Assignments

### **Mind Reading Your Market / What the Heck Does P.I.G. Mean, Anyway**

The P.I.G Method (P.I.G. = Punched In the Gut) will teach you how to create primal psychologically constructed stories with visceral, emotional and subtly-hypnotic language that offers that delivers the “Big Dream” Massive Conversion Boosts for Your VSL’s, Sales Letters, Webinars, Advertorials, Online Dating Profiles and also your sexting game.

P.I.G. Method stories...

1. Cause immediate, PRIMAL emotional impact and PAIN
  2. PURGE your target market’s mind of all thought
  3. Spark a RABID need to find out what happens
  4. Create a tremendous sense of EMPATHY
  5. AND MAKE YOU A WHOLE BUNCH OF MONEY! (If you are into that)
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- **Important Thing #1:** Stories that multiply conversions are never about “what happens,” they’re about how what happen emotionally impacts and changes the “Hero” of the story.
  - **Important Thing 2:** Humans Evolved To Be Pattern-Seeking And Story-Seeking Animals...
  - **Important Thing 3:** We Have No Choice Whatsoever When It Comes To What We Rabidly Desire

We CRAVE stories deep in our bones and will create them in our minds no matter how hard we try not to.

### **Assignment**

None yet! Don’t worry, we’re getting there really soon.